



The is a letter sent by the head of the University of Kansas Medical Center to their team. We have heard comments that there are some practice owners not taking this situation seriously (hard to believe, I know) and practice team members are asking what to do. This is a pretty direct and strong message from the medical community that might help those people see the light.

SAMPLE MESSAGE:

I need you help in suppressing the coronavirus. There is no longer any debate – all medical experts agree that the spread of coronavirus is now on pace to overwhelm the U.S healthcare system by this summer. The most powerful tool we have left to change this alarming projection is social distancing. Yet far too many people are falling short of what's needed.

The purpose of this email is to ensure you are fully embracing social distancing and enforcing the practice among all the around you. You should self-quarantine if you have any COVID-19 symptoms or been exposed to the virus. Social distancing applies to everyone else and seems straightforward, at least in theory:

- Avoid public places
- Keep six feet between you and anyone with whom you don't have to regularly interact

This means sacrifices, such as not going out for coffee or food you can make at home, standing six feet apart from others in line at the grocery store, and moving kids' playdates to FaceTime or Skype. You need to determine right now with whom you must always have live contact and keep all others at least six feet away at all times.

I recognize that there may be exceptions due to health or safety concerns, but such exceptions should be rare. I also recognize that consistently practicing social distancing will require personal sacrifice and at times be painful. In fact, not feeling such emotions every day suggests you should be doing more to socially distance yourself or your family.

Thinking of you,